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U.S. DEPARTMENT OF AGRICULTURE and
N.B.C. NETWORK Coast to Coast

"Consumer Time"

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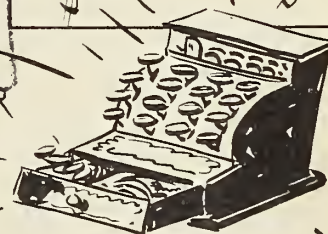
SATURDAYS

11:15 A.M. EST
10:15 A.M. CST
9:15 A.M. MST
8:15 A.M. PST

JUN 9 1947

FOURTEENTH ANNIVERSARY SHOW

THE CONSUMER LOOKS AT RESEARCH
June 14, 1947

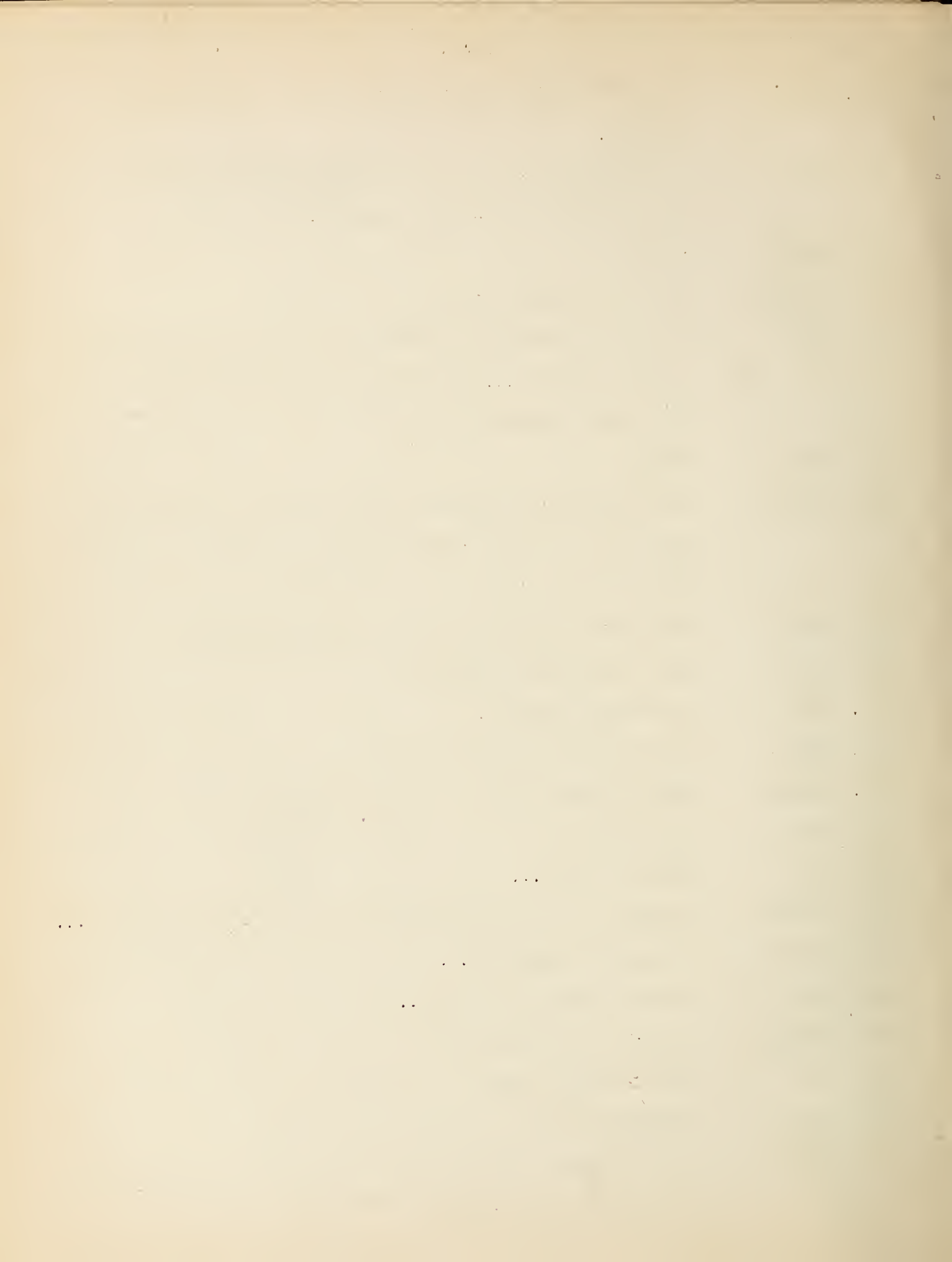


1. ANNCR: Today we celebrate fourteen years of serving you on
2. SOUND: CASH REGISTER...MONEY IN TILL
3. JOHN: CONSUMER TIME!
4. SOUND: CASH REGISTER...CLOSE DRAWER
5. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. And here are your inquiring consumers...Mrs. Freyman and Johnny.
6. FREYMAN: Today...CONSUMER TIME is celebrating it's fourteenth birthday on the air.
7. JOHN: That's right, Mrs. Freyman...fourteen years of programs devoted to subjects that interest consumers...food and clothing...equipment...housing...new products...and new practices.
8. FREYMAN: Those programs covered a lot of research, Johnny.

9. JOHN: Yes...I think CONSUMER TIME is lucky that way.
10. FREYMAN: How do you mean?
11. JOHN: Well...often it takes a long time for science to turn up new knowledge or new and better ways of doing things. But CONSUMER TIME skims the top of the steaming kettle of research. Think of all the programs we've built around the questions research has answered.
12. FREYMAN: I am thinking...and why isn't this a good time to take a couple of minutes and look back over CONSUMER TIMES'S fourteen years and see what some of the questions and answers were.
13. JOHN: An excellent time.
14. MUSIC: BRIDGE
15. WOMAN: Oh dear...you work and work in the garden. You plant and weed, and bend and weed some more. Then you'd think the least you could expect would be some decent salad for the table. But no! One day I have a fine row of lettuce...and the next day...I've got nothing but a row of stalks. How about some lettuce that lasts?
16. JOHN: Research has the answer to that. Slobolt lettuce...the result of ten years of breeding and selection. It got it's name because it's slow to bolt seed stems in warm weather. In other words...it produces good leaves for three weeks longer than the other well-known commercial leaf-lettuce varieties. Slobolt lettuce...one of the answers supplied by research.
17. MUSIC: CHORD
18. FREYMAN: Of course my family likes turkey. We'd eat it all year round ...not only at Thanksgiving time. Except for one thing. I wish turkeys came smaller...so they'd fit into my apartment size oven.

19. JOHN: Research came up with an answer for that too. The Beltsville small white turkey...a shorter bird...more compact...with more white meat...tailored to fit kitchenette ovens and the needs of smaller families.
20. MUSIC: CHORD
21. WOMAN: Flies...mosquitoes...bedbugs...Aren't we ever going to get rid of them?
22. JOHN: Yes ma'am. DDT is ^{the} ~~the~~ sensational answer. Residual DDT sprays ...are effective even after they dry. Aerosal bombs kill bugs on contact...and they're easy to apply. A deadly weapon against insects...put into our hands by science...DDT!
23. MUSIC: CHORD
24. WOMAN: All consumers like good eggs. What's science done about that?
25. JOHN: Plenty, madam. Last September CONSUMER TIME took a microphone right down into the hen houses at the Agricultural Research Center in Beltsville, Maryland. We found out exactly how scientists are breeding hens to lay eggs that keep better because they have less porous shells...more of the thick white ...and general good keeping qualities. Better eggs through research!
26. MUSIC: CHORD
27. FREYMAN: Weeds in the lawn...weeds on the farm...think of all the food they harm.
28. JOHN: Ah...ha...you'll have to change your tune...since science discovered the miracle weed killer known as 2, 4D. Miraculous 2,4D checks the growth of some kinds of weeds and at the same time causes them to use up their reserve food supply. So they starve to death. 2,4D...enemy of weeds!
29. MUSIC: CHORD

30. WOMAN: I want my family to eat the right kinds of foods and be healthy.
31. JOHN: So nutritionists worked up the Basic Seven Food Chart...a guide to daily well-balanced eating.
32. MUSIC: CHORD
33. FREYMAN: How about fresher foods?
34. JOHN: Research looks into the possibilities of air transportation of farm products...fresh fruits and vegetables winging their way across a continent to you.
35. MUSIC: CHORD
36. FREYMAN: And CONSUMER TIME translates the findings of research into plain talk a consumer can understand. Programs on canning your victory garden.
37. JOHN: Buying tips on washing machines and refrigerators.
38. WOMAN: Good lighting and see-ability.
39. JOHN: Repairing furniture.
40. WOMAN: Removing spots from fabrics...
41. FREYMAN: Budgeting your time...
42. WOMAN: Your energy...
43. JOHN: And your money...
44. FREYMAN: Programs to help you exercise better buymanship in clothes...
45. WOMAN: Programs on gardening...
46. JOHN: Community canning centers...
47. FREYMAN: Freezing food at home...
48. JOHN: And in frozen lockers.
49. MUSIC: DRAMATIC BRIDGE
50. JOHN: Yes...CONSUMER TIME has brought listeners much research news in the past, Mrs. Freyman.



51. FREYMAN: That's right, Johnny. And a look into the past is always good...but "What's Past is Prologue"...that's a saying that's carved into stone in front of one of the most impressive buildings here in Washington, D. C.
52. JOHN: It's at the entrance of the U. S. Archives building, isn't it?
53. FREYMAN: That's right. "What's past is prologue." In other words... the past is only an introduction to the present and the future.
54. JOHN: In other words...this brief glimpse into CONSUMER TIME's past parade of programs is only an introduction to the research that we'll be reporting on in the present and the future.
55. FREYMAN: Exactly. And I have a bit of research to report on right now...it's dehydrofreezing.
56. JOHN: Dehydrofreezing...say, I've heard something about that.
57. FREYMAN: Probably. It's a new food preservation process that combines dehydration with freezing.
58. JOHN: I think it was developed by the Western Regional Research Laboratory of the U. S. Department of Agriculture...wasn't it?
59. FREYMAN: That's right. And I understand food processors are mighty interested in dehydrofreezing, too.
60. JOHN: How does it work?
61. FREYMAN: Just the way the name goes. First you dehydrate the food...take ^{of} most/the water out of it. That makes the food smaller and lighter. Then you freeze it.
62. JOHN: Well, I can see how it would mean smaller packages...and less shipping space...and all that. But what's left of the poor little food after it's been dehydrated...and then frozen solid?
63. FREYMAN: It doesn't hurt the food. And some foods...like boysenberries and apricots...actually hold their shape.

64. JOHN: Sounds good. Is it a complicated process to prepare these
foods
dehydrofrozen/for eating in your own kitchen?
65. FREYMAN: I don't think so. It should be easier than the plain dehydrated
ones...because dehydrofreezing leaves the food with more
moisture.
66. JOHN: Then I'd say...chalk up another one for research. Think of
how dehydrofreezing can save the fruit and vegetable industries.
costs on lowered transportation, storage, packing, and
refrigeration.
67. FREYMAN: And those savings will be passed along to the consumer. So
dehydrofreezing...another product of research...is something
we'll be hearing more about in the future.
68. JOHN: That's a name to remember...dehydrofreezing!
69. MUSIC: CHORDS
70. JOHN: Say, Mrs. Freyman...here's a bit of research news you may not
have heard about. Have you heard about fruit essence?
71. FREYMAN: Like apple essence...or grape essence?
72. JOHN: That's the idea.
73. FREYMAN: Well...yes. That's the wonderful fragrant vapor that drifts
off into space when you heat fruit juices.
74. JOHN: Ah...but it doesn't drift off anymore. The Eastern Regional
Research Laboratory has seen to that. The Eastern Lab
developed a process that captures the illusive essence. They
can condense and concentrate it as many as one hundred fifty
times...and bottle the stuff in liquid form.
75. FREYMAN: Why that's wonderful. But what would you use concentrated
essence for?



76. JOHN: Well...a lot of food manufacturers are using it right now for adding flavor to things like beverages, ices, and candies, and jellies or preserves...that kind of thing. I hear that fruit essence is fine for gelatin desserts too...and certain kinds of medicines.
77. FREYMAN: What kind of fruit essence is available now, Johnny?
78. JOHN: Food manufacturers can buy essence of grapes, pineapples or oranges. Let's see, there's also peach essence...cherry...and of course our old favorite apple essence. But there isn't any on the market yet in small bottles for home use.
79. FREYMAN: Well, it's certainly something to look forward to. And speaking of apples, makes me think of another interesting research item.
80. JOHN: This is beginning to sound like "Can You Top This?"...research department.
81. FREYMAN: My contribution this time is about firmer apple slices for better pies...and a new market for early varieties of apples.
82. JOHN: Sounds good. Pray continue.
83. FREYMAN: Well, bakers use millions of bushels of apples every year. But they could use many more apples if the slices had a firmer texture and more flavor. Unfortunately...the apples that hold their shape in baking and make attractive pies...have less flavor than the softer, juicier apples.
84. JOHN: So bakers have had to choose between firmness or flavor.
85. FREYMAN: Right. And firmness won out. That's why many apple pies look just scrumptious...but they don't have the flavor of the pies mother used to make.
86. JOHN: So research came to the rescue.

87. FREYMAN: And came up with a way to make apple slices firmer by dipping them in a calcium solution. Then you can either freeze or can the apple slices...or bake them right away.
88. JOHN: And it really works?
89. FREYMAN: Indeed it does. Pies were baked with treated and untreated apple slices. The calcium-firmed slices made pies with just the right texture in the filling. But the untreated apple slices broke up or cooked to a sauce in the pie.
90. JOHN: So there we have another example of research working for industry and the consumer!
91. MUSIC: CHORDS
92. JOHN: Is it my turn again to report on some new findings of research, Mrs. Freyman?
93. FREYMAN: Go right ahead, Johnny.
94. JOHN: This bit of news is really a honey. Farm scientists have found a way of making a protective covering for meat and many other food products out of citrus peel or apple pulp. What do you think of that?
95. FREYMAN: My goodness, that certainly is finding a wonderful use for waste product. Tell me more.
96. JOHN: Well...the scientists say it's very easy to put up foods in this new gel coating. You simply dip the product in the mixture at a certain temperature for only about three seconds. Then you dry it in the warm air for about half an hour. That gives a strong coating...and you can store treated food the way you usually do.
97. FREYMAN: Then if sausage is done up in this new gel coating, for instance...I just peel off the coating before I cook the sausage.

98. JOHN: You don't even have to bother doing that...because the scientists say the new coating dissolves easily...and you can eat it. And did I mention that the scientists think this new gel coating has definite possibilities for protecting a number of fruits and vegetables?
99. FREYMAN: Imagine...and all made from citrus peel or apple pulp...stuff that would probably go to waste otherwise.
100. JOHN: And I've got another piece of research news that I've just got to get in here. Scientists in the Southern Regional Research Laboratory have discovered a way to protect cotton fabrics against mildew and bacterial rot.
101. FREYMAN: Now that is news. Mildew especially is a pretty serious problem in some parts of the country during the damp, rainy season. Do you know how they do it, Johnny?
102. JOHN: Well...it's a chemical treatment that protects some of the cotton fibers against the microorganisms that attack them. I was very impressed with the test of these new treated cottons.
103. FREYMAN: Why...what did they do to them?
104. JOHN: Well the scientists filled several bags made from this treated cotton with sand and left them out on the grounds exposed to the weather. After two full years...these bags were still intact and serviceable.
105. FREYMAN: Sounds wonderful. Where can I get some of this mildew-proof cotton?
106. JOHN: Whoa...not so fast. The scientists are still working on the chemical formula...to see if they can make it cheaper. You'll have to be happy right now knowing that sooner or later you'll be able to buy mildew resistant cotton fabric, yarn and sewing thread.

107. FREYMAN: Of which I highly approve.
108. JOHN: You haven't heard anything yet. Eventually we should have mildew-proof clothing, tents, and awnings...fish nets...and bags for packaging fruit, vegetables and other foods. And say have you heard what the research boys have turned up in the way of...
109. FREYMAN: Wait a minute, Johnny. We could keep this up forever...because scientists are working on new things all the time. We'll have to save some of this research news for future CONSUMER TIME programs.
110. JOHN: I know..."What's past is prologue".
111. FREYMAN: That's right.
112. JOHN: Well could we give kind of a preview of coming attractions... some of the kinds of research we'll be reporting on during CONSUMER TIME's fifteenth year on the air?
113. FREYMAN: I think that's a good idea. I'm sure consumers will be interested in future programs on planning a modern kitchen.
114. JOHN: Or a study on the common cold and diet.
115. FREYMAN: Storage of dried fruits.
116. JOHN: Fortification of fruit juices with more vitamins.
117. WOMAN: Dry cleaning soap research.
118. JOHN: Casein bristles for brushes.
119. WOMAN: Scientific sizing for children and women's clothes.
120. JOHN: All this and more scientific research of interest to consumers.
121. FREYMAN: During the coming year on CONSUMER TIME!
122. MUSIC: BRIDGE
123. JOHN: Now, Mrs. Freyman...instead of talking about a whole year of programs...let's limit it to just one...next week's.

124. FREYMAN: All right, Johnny. Next week we're going to have a very dramatic story of research called "Men Who Have Gone Before"... the story of Professor C. V. Riley and the work he did to help control insects in the garden.
125. JOHN: Sounds interesting...and especially timely right now. Maybe I ought to have a few practical hints handy about getting rid of garden insects too.
126. FREYMAN: I think that better be your homework for this week.
127. JOHN: Okay. Then hope all our friends are listening in next week for another edition of
128. SOUND: CASH REGISTER
129. ANNCR: CONSUMER TIME!
130. SOUND: CASH REGISTER...CLOSE DRAWER
131. ANNCR: CONSUMER TIME written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

This is NBC the National Broadcasting Company.

